GOVERNMENT OF INDIA
SOCIAL JUSTICE AND EMPOWERMENT
LOK SABHA

UNSTARRED QUESTION NO:6720
ANSWERED ON:10.05.2002
PUBLICITY OF SC/ST SCHEMES
SURESH KODIKUNNIL

Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:

(a) whether schemes extended for the benefit of welfare of Scheduled Castes are notgiven adequate publicity as a result of which Scheduled Castes are not aware of their rights and privileges;

(b) if so, whether his ministry has approached the Ministry of Information and Broadcasting to give adequate publicity in the electronic media;

(c) if so, the details thereof; and

(d) if not, the reasons therefor?

Answer

THE MINISTER OF SOCIAL JUSTICE AND EMPOWERMENT (DR. SATYANARAYAN JATIYA)

(a) No Sir.

(b) Yes Sir.

(c) The Ministry of Social Justice & Empowerment is giving publicity to all schemesand programmes including those meant for the benefit of welfare of Scheduled Castes through various Media units of Information & Broadcasting Ministry. Aweekly radio programme Sanwarti Jaayein Jeevan Ki Raahein is broadcast overAll India Radio`s 30 commercial broadcasting stations (Vividh Bharati), 73 local stations and 15 primary channels/stations of the North-East in Hindi and 19regional languages. Apart from this, radio spots/jingles have been produced which have been broadcast through the national Channel of All India Radio. In addition,video films produced by the Ministry on the schemes and programmes are being telecast on Doordarshan national network and also over its regional kendras. These films are also being screened in rural areas through the Field publicityUnits of the Directorate of Field publicity, a Media Unit of the Ministry of Information & Broadcasting.

(d) Does not arise.